

# WHERE YOUR TRADE STANDS

**31**/<sub>45</sub>

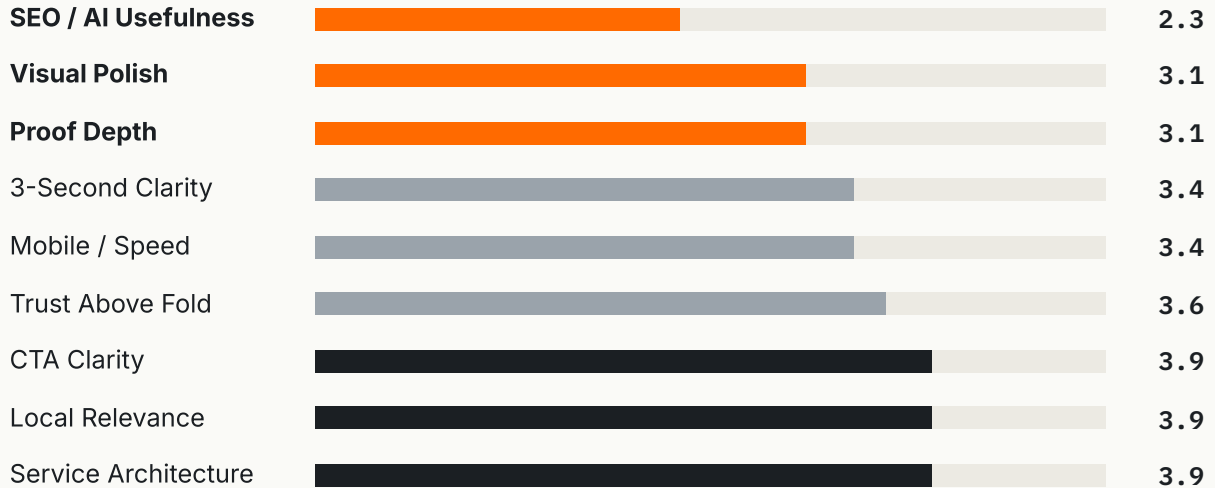
THE MARKET

**31/45**

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — retaining walls sites land **above the market median of 31**. A directional read for the trade; the Google review benchmark below is the harder number.

WHERE YOU'RE STRONG — AND WHERE YOU LEAK

SCORE / 5



YOUR GOOGLE REVIEW BENCHMARK — AND IT'S LOCAL

MEDIAN REVIEWS, BY METRO

The median visible retaining walls carries **11 reviews** nationally — but it runs from **33 on the Gold Coast** to **2 in Townsville**. Your benchmark is whatever your buyers see locally:

Adelaide	9	Ballarat	7	Brisbane	11	Cairns	4
Canberra	16	Darwin	4	Geelong	7	Gold Coast	33
Hobart	10	Melbourne	13	Newcastle	9	Perth	14
Sunshine Coast	13	Sydney	13	Toowoomba	10	Townsville	2
Wollongong	23						

# YOUR ONE MOVE

## SEO / AI USEFULNESS – YOUR WEAKEST MARK, AT 2.3/5

Build one answer-first FAQ block. Take the questions from your last twenty quote calls and answer each in writing, the way you'd say it at the kitchen table. It's what gets you into Google's AI answer — and the proof a frightened buyer came looking for.

### THE QUESTIONS TO ANSWER

Take the questions from your last twenty quote calls and answer each in writing. See how the independent homeowner guides do it at [guides.needatrade.com.au](https://guides.needatrade.com.au).

#### WHAT THE BEST GET RIGHT

##### Outwest Retaining Walls

One of the strongest content models: explains failure causes, drainage, engineering, clay soil and sloping blocks.

#### COMPARE YOURSELF AGAINST

##### Brisbane Retaining Builders —

Brisbane/Gold Coast compliance model: explains...

**Hawkins Civil Contracting** — Sydney benchmark: broad wall types, benefits, recent work and...

**PASS IT ON** →

Know a retaining walls who's invisible online? **Send them this.** Anyone can read their trade's benchmark, free, at [sellmyservice.com.au/benchmarks/retaining-walls](https://sellmyservice.com.au/benchmarks/retaining-walls)

## SEE YOUR FULL BENCHMARK – FREE, UNGATED.

[sellmyservice.com.au/benchmarks/retaining-walls](https://sellmyservice.com.au/benchmarks/retaining-walls)

The /45 design score is an expert nine-dimension rubric, AU sample, at the audit date – per-trade samples are small (n 7), so read it as a directional signal, not a population stat. The Google review benchmarks draw on hundreds of listings (405 retaining wallss nationally) and are the harder number. A general industry benchmark, not advice for your business – confirm with current evidence from your own market. Published by Social Solutions Group Pty Ltd, consistent with the disclaimer at [guides.needatrade.com.au/disclaimer](https://guides.needatrade.com.au/disclaimer).